

## ORDER



**Orders**  
**Order / Rev:** 68535  
**Alt Order #:** 9852562 /Brad  
**Product Desc:** LOU BARLETTA  
**Estimate:** 471  
**Flight Dates:** 10/29/12 - 11/05/12  
**Original Date / Rev:** 10/26/12 / 10/26/12  
**Order Type:** GENERAL

**WLYH CW15**

**Primary AE:** Millennium Washington DC  
**Sales Office:** MNAT  
**Sales Region:** National

**Agency Name:** Brabender Cox Mihalke  
**Buying Contact:**  
**Billing Contact:**  
 1218 Grandview Avenue  
 Pittsburgh, PA 15211

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Barletta/R/Congress  
**Demographic:** A35+  
**Product Codes:** US Congress  
**Priority:** P-2  
**Revenue Codes:** AGY, POL-CAND, GEN

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	14	\$2,845.00	\$2,418.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	14	\$2,845.00	\$2,418.25	0.00
<b>Totals</b>	<b>14</b>	<b>\$2,845.00</b>	<b>\$2,418.25</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WLYH CW15	1%	\$2,845.00
Market	100%	\$284,500.00

**Competitive Share**

	Share	Total
EHP	0%	\$0.00
UNKWN	3%	\$8,535.00
WGAL	38%	\$108,110.00
WHP	23%	\$65,435.00
WHTM	22%	\$62,590.00
WPMT	13%	\$36,985.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WLYH	10/29/12	11/05/12	M-F 7-730p M-F 7p-730p	CM	7p-730p	MTWTF--	:30	5	\$275.00	P-2	0.00	NM	6	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--			5			\$275.00		0.00			
		Week: 11/05/12	11/11/12	M-----			1			\$275.00		0.00			
N 2	WLYH	10/29/12	11/05/12	M-F 10p-1030p News CBS 21 News on CW 15	CM	10p-1030p	MTWTF--	:30	4	\$125.00	P-2	0.00	NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--			4			\$125.00		0.00			
		Week: 11/05/12	11/11/12	M-----			1			\$125.00		0.00			
N 3	WLYH	11/04/12	11/04/12	Sun Reg 1 Sun 7p-8p	CM	7p-8p	-----S	:30	2	\$225.00	P-2	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			

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WLYH CW15

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 3	WLYH	11/04/12	11/04/12	Sun Reg 1 Sun 7p-8p	CM	7p-8p	-----S	:30	2	\$225.00	P-2	0.00 NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	-----S		2				\$225.00		0.00		
N 4	WLYH	11/03/12	11/04/12	Sa-Su 10p-1030p News CBS 21 News on CW 15	CM	10p-1030p	-----SS	:30	1	\$120.00	P-2	0.00 NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	-----SS		1				\$120.00		0.00		
Totals													14	\$2,845.00